

# The Woodlands CVB

Event Advertising and Marketing Material • January - August 2013

## Event Collateral • Signage • Specialty Items



**Holiday 2012-2013: Ice Rink T-Shirt Sign**  
24" x 9"

Quantity – 1  
Submitted – Jan. 2, 2013



**All 2013 Events Flyer**  
8.5" x 11"

Quantity – 7,500



## Live At Night Flyer

8.5" x 11"

Quantity – 8,500



## Live At Night Banner

7' x 3'

Displayed at Waterway Square



## Memorial Day Flyer

8.5" x 11"

Quantity – 7,500



## Memorial Day Banner

4' x 3'

Displayed at Waterway Square

Quantity - 3



## Memorial Day Banner

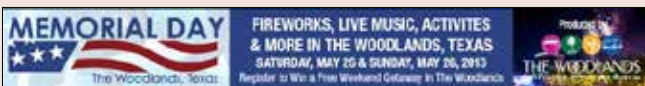
12' x 2' & 16' x 2'

Displayed at Waterway Square



**Memorial Day Banner Ads: Sunny 99.1**  
300 x 250

Displayed at Sunny99.com  
May 6-12, 2013



**Memorial Day Banner Ads: Sunny 99.1**  
728 x 90

Displayed at Sunny99.com  
May 6-12, 2013



**Memorial Day Banner Ads: Sunny 99.1**  
300 x 250

Displayed at Sunny99.com  
May 1-5 & May 13-26, 2013



**Memorial Day Banner Ads: Sunny 99.1**  
728 x 90

Displayed at Sunny99.com  
May 1-5 & May 13-26, 2013



**Memorial Day Banner Ads: Macaroni Kid**  
300 x 250

Displayed on  
GreaterHoustonNorthMacaroniKid.com  
April 1- May 24, 2013



**Memorial Day Banner Ads: Macaroni Kid**  
728 x 90

Displayed on  
GreaterHoustonNorthMacaroniKid.com  
April 1- May 24, 2013



**Waterway Nights Flyer**  
8.5" x 11"

Quantity – 7,500



## Waterway Nights Banner

7' x 3'

Displayed at Waterway Square

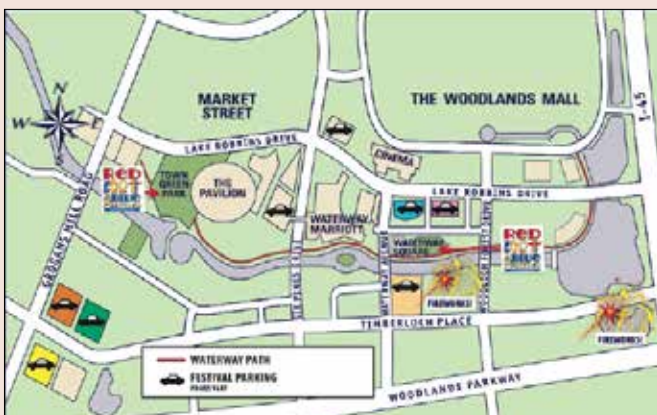


## RH&B Fact Sheet Flyer

8.5" x 11"

Quantity – 15,000

Submitted – May 30, 2013



## RH&B Festival MAP

Submitted – June 28, 2013



Quantity – 600  
Submitted – May 6, 2013



## RH&B Sponsor Event Invitation Insert

Quantity – 600  
Submitted – May 6, 2013



Quantity – 700  
Submitted – May 6, 2013



## RH&B Sponsor Area Parking Pass

Quantity – 350

Submitted – May 6, 2013



## Ellis & Ellis Photo Contest Poster

24" x 18"

Quantity – 1

Submitted – May 30, 2013



## Ellis & Ellis Photo Contest Flyer

8.5" x 11"

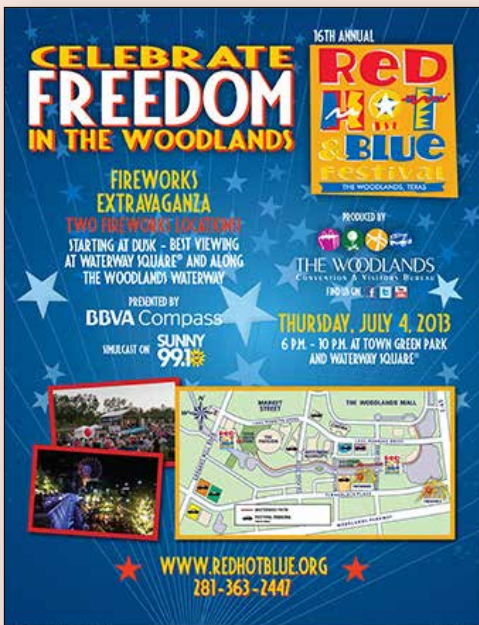
Quantity – 15,000

Submitted – May 30, 2013



## RH&B Polo Shirts

Quantity – 270  
Submitted – May 30, 2013



## RH&B Fireworks Fact Sheet Flyer

8.5" x 11"

Quantity – Printed in house  
Submitted – May 7, 2013



Front

Back

## RH&B Festival t-shirts

Quantity – 250  
Submitted – June 7, 2013



## RH&B Festival Program

8.5" x 14"

Quantity – 5,000

Submitted – June 26, 2013



## RH&B Festival Parking Passes

7.25" x 4.3125"

### Vendor/Performer/Media - Waterway Square Parking Garage

Quantity - 100

Submitted – May 6, 2013

### Vendor/Performer/Media - Town Center Parking Garage

Quantity - 100

Submitted – May 6, 2013



## RH&B Festival Media Passes

4.25" x 5.5"

Quantity – Printed in house

Submitted – May 6, 2013



### RH&B Festival Town Green Park Stage Banner

23' x 2.5'

Quantity – 1

Submitted – June 18, 2013



### RH&B Festival Waterway Square Stage Banner

23' x 2.5'

Quantity – 1

Submitted – June 18, 2013



### RH&B Festival Sponsor Thank You Banner

8' x 4'

Quantity – 6

Submitted – June 18, 2013



### RH&B Festival Bike Rack Banner

3.5' x 5.5'

Quantity – 6

Submitted – June 18, 2013



## RH&B Festival Stage Schedule Banner

8' x 4'

Quantity – 2

Submitted – June 20, 2013



## RH&B Festival Layout Signs

32" x 24"

Quantity – 25

Submitted – June 25, 2013





## RH&B Festival Entertainment Event Schedule

### Bandit Signs

3' x 4'

Quantity – 10

Submitted – June 20, 2013



### RH&B Festival Parking Signs

32" x 24"

Quantity – 5

Submitted – June 18, 2013



### RH&B Activity Bandit Signs

24" x 18"

Quantity – 10 each

Submitted – June 20, 2013



## RH&B Festival Sponsor Poster

2' x 3'

Quantity – 1

Submitted – May 8, 2013



## RH&B Fireworks Sponsor Poster

2' x 3'

Quantity – 1

Submitted – May 8, 2013



## RH&B Sponsor Event Parking Pass

7.25" x 4.3125"

Quantity – 450

Submitted – May 6, 2013



## RH&B Sponsor Event Badge

4.25" x 5.5"

Quantity – 650

Submitted – May 6, 2013



## RH&B Parade Booth Banners

7' x 3'

Quantity – 4

Submitted – June 18, 2013



## RH&B Parade Float & Truck Banners

3' x 3'

Quantity – 2

Submitted – June 18, 2013



## RH&B Hand-held Fans

7.75" x 8.125"

Quantity – 25,000

Submitted – June 11, 2013



## RH&B Fireworks Viewing Spot Sign

24" X 18"

Quantity – 20

Submitted – June 18, 2013



## RH&B A-Frame Signs

24" X 18"

Quantity – 8

Submitted – June 27, 2013



## RH&B Red, Hot & Shop Sign

24" X 18"

Quantity – 2

Submitted – June 27, 2013



## RH&B Banner Ads

Sunny99.com – 300x250, 728x90, Takeover Ad  
Comcast – 160x600

970x415 Takeover



970x90 Takeover



300x250



728x90



160x600



## Labor Day Flyer

8.5" x 11"

Quantity – 7,500



## Labor Day Banner

4' x 3'

Displayed at Waterway Square

Quantity - 3



## Labor Day Banner

12' x 2'

Displayed at Waterway Square



## Labor Day Banner Ads: Sunny 99.1

300 x 250

Displayed at Sunny99.com

July 2013



## Labor Day Banner Ads: Sunny 99.1

728 x 90

Displayed at Sunny99.com

July 2013

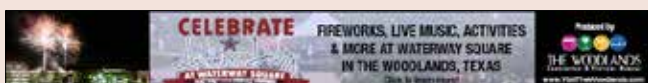


## Labor Day Banner Ads: Sunny 99.1

300 x 250

Displayed at Sunny99.com

July 2013



## Labor Day Banner Ads: Sunny 99.1

728 x 90

Displayed at Sunny99.com

July 2013



## Labor Day Banner Ads: Macaroni Kid

300 x 250

Displayed on  
GreaterHoustonNorthMacaroniKid.com  
July 2013



## Labor Day Banner Ads: Macaroni Kid

728 x 90

Displayed on  
GreaterHoustonNorthMacaroniKid.com  
July 2013



## Live At Night: The Woodlands Community Magazine

Half Page

Insertion – March issue

Submitted – Jan. 22, 2013

Circulation – 40,150+



## Live At Night: The Woodlands Villager

4 col. x 7.5"

Insertion – February 21, 2013 & March 14, 2013

Submitted – Feb. 14, 2013

Circulation – 39,590



## Live At Night: The Woodlands Community Magazine

Half Page

Insertion – April issue

Submitted – February 12, 2013

Circulation – 40,150+



## Memorial Day: The Woodlands Community Magazine

Half Page

Insertion – March 14, 2013

Submitted – March 14, 2013

Circulation – 40,150+



## Waterway Nights: The Woodlands Community Magazine

Half Page

Insertion – April 11, 2013  
 Submitted – April 10, 2013  
 Circulation – 40,150+



## Memorial Day: The Woodlands Villager

Half Page

Insertion – May 16, 2013  
 Submitted – May 1, 2013  
 Circulation – 39,590



## Waterway Nights: The Woodlands Villager

Half Page

Insertion – May 23, 2013 & June 13, 2013  
 Submitted – May 16, 2013  
 Circulation – 39,590



## RH&B: Woodlands Community Magazine

Full Page

Insertion – June 2013  
 Submitted – Apr. 10, 2013  
 Circulation – 40,150+



## RH&B: Kidnnected Magazine

Full Page

Insertion – June/July 2013

Submitted – May 31, 2013

Circulation – 45,000



## RH&B: ReviewIt Magazine

Full Page

Insertion – June 2013

Submitted – May 15, 2013

Circulation – 40,000



## RH&B: Woodlands Lifestyles & Homes Magazine

Full Page

Insertion – June 2013

Submitted – May 15, 2013

Circulation – 40,000+



## RH&B: HCN Woodlands Villager/Conroe Courier

Half Page

Insertion – June 13/14, 2013

Submitted – June 6, 2013

Circulation – 63,692



**RH&B: HCN Woodlands Villager/Conroe Courier**

6 col. x 10

Insertion – June 20/21, 2013

Submitted – June 15, 2013

Circulation – 63,692



**RH&B: HCN Woodlands Villager/Conroe Courier**

6 col. x 10

Insertion – June 27/28, 2013

Submitted – June 21, 2013

Circulation – 63,692



**RH&B: HERE Magazine**

4.94" x 5.25"

Insertion – June 25/26, 2013

Submitted – June 15, 2013

Circulation –



## Labor Day: The Woodlands Community Magazine

Half Page

Insertion – August 22, 2013  
 Submitted – August 14, 2013  
 Circulation – 40,150+



## Trick or Treat Trail: The Woodlands Community Magazine

Half Page

Insertion – August 15, 2013  
 Submitted – August 15, 2013  
 Circulation – 40,150+



## Trick or Treat Trail: Kidnnected Magazine

Full Page

Insertion – September/October 2013  
 Submitted – August 16, 2013  
 Circulation – 45,000

## Event Websites



### Live at Night Website

January - August 2013

Unique Visits – 2,501

Page Views – 3,211



### Memorial Day Website

January - August 2013

Unique Visits – 5,220

Page Views – 6,189



### Waterway Nights Website

January - August 2013

Unique Visits – 2,938

Page Views – 3,561



### RH&B Website

January - August 2013

Unique Visits – 14,840

Page Views – 17,603



## Labor Day Website

January - August 2013

Unique Visits – 2,746  
Page Views – 3,697



## Trick or Treat Trail Website

January - August 2013

Unique Visits – 433  
Page Views – 491



## Holiday in The Woodlands Website

January - August 2013

Unique Visits – 1,881  
Page Views – 2,422



## Lighting of The Doves Website

January - August 2013

Unique Visits – 441  
Page Views – 729



### **iWOW Website**

January - August 2013

Unique Visits – 616

Page Views – 1,933



### **The Woodlands Ice Rink Website**

January - August 2013

Unique Visits – 6,597

Page Views – 8,646



### **Winter Wonderland Website**

January - August 2013

Unique Visits – 375

Page Views – 664



### **Caroling on the Square Website**

January - August 2013

Unique Visits – 108

Page Views – 131



## Holiday 2012: Ice Rink eBlast

Featured: The Ice Rink at The Woodlands Town Center  
Open Daily Thru January 21, 2013.

Run Date – January 10, 2013  
Delivered – 21,878 (100%)  
Opened – 2,960 (13.5%)  
Click-Throughs – 90 (3%)



## February Eblast

Featured: Live at Night Series

Run Date – February 26, 2013  
Delivered – 22,640 (100%)  
Opened – 5,700 (25%)  
Click-Throughs – 561 (10%)



## May Eblast

Featured: Memorial Day Weekend in The Woodlands

Run Date – May 22, 2013  
Delivered – 24,447 (100%)  
Opened – 4,953 (20%)  
Click-Throughs – 488 (10%)



## May Eblast

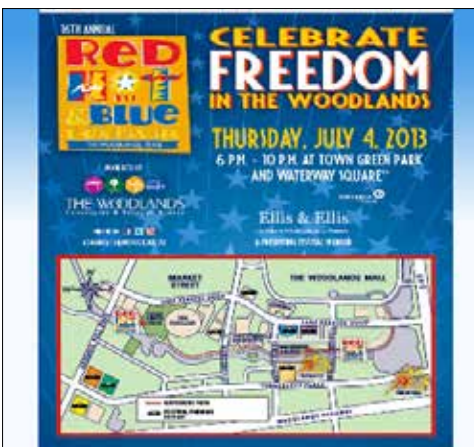
Featured: Waterway Nights at Waterway Square Every Saturday in June

Run Date – May 29, 2013

Delivered – 24,361(100%)

Opened – 3,355 (14%)

Click-Throughs – 372 (11%)



## RH&B eBlast

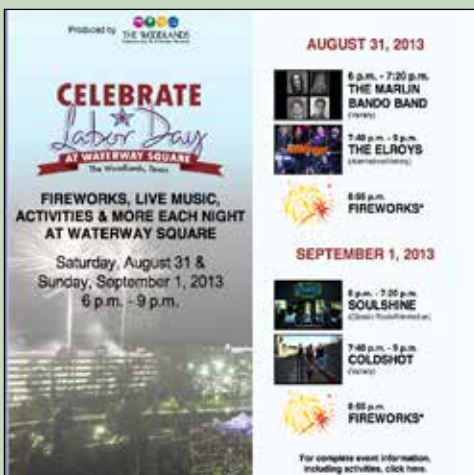
Featured: Celebrate Freedom in The Woodlands

Run Date – June 27, 2013

Delivered – 23,699 (100%)

Opened – 4,810 (20.3%)

Click-Throughs – 455 (9%)



## Labor Day Eblast

Featured: Fireworks and Live Music over Labor Day Weekend in The Woodlands

Run Date – August 23, 2013

Delivered – 24,827 (100%)

Opened – 6,348 (25%)

Click-Throughs – 511 (8%)

## Online Advertising - Facebook/Twitter/Microsite(s)

Holiday in The Woodlands  
thewoodlandscvb.com



From The Ice Rink to a Winter Wonderland, make this visit a family holiday tradition!

### Holiday 2012: Ice Rink Facebook Advertising

Featured: From The Ice Rink to a Winter Wonderland, make this visit a family holiday tradition!

Impressions – 2,422,529

Clicks – 533